Learning Aim A

There are many types of visitor attractions that categorised as Built, natural and Events

Built attractions: theme parks, museums, galleries, heritage sites, national monuments, cultural heritage, arts, sporting venues, visitor centres.

Natural attractions: National Parks, Areas of Outstanding Natural Beauty (AONB), coastlines, forests, rivers, canals, lakes, countryside parks, gardens, beauty spots.

Events, e.g. festivals that attract tourists, sporting events that attract tourists, Meetings, Incentives, Conferences and Events (MICE).

The scale of an attractions can be international, national or local.

The appeal of the attraction can be down to its location, special offers, events and popularity.

Visitor attractions can be funded in multiple ways

• Funding from external organisations:

o Department for Media, Culture and Sport (DCMS), Visit Britain, National Lottery,

o EU Funding

o Growth Programme: grants for the rural economy

o trusts, e.g. The National Trust, Heritage Lottery Fund, English Heritage, UNESCO, Global Heritage Fund.

• Self-funded organisations:

o charitable trusts, educational charities, e.g. Dynamic Earth, Winchester Science Centre and Planetarium

o attractions funded only through income from visitors, e.g. Tropical Wings Zoo.

Learning Aim B

Companies need to understand the Different types of visitors such as individuals, families, overseas visitors. :

They have to understand the diverse visitor expectations, to include: accessibility, cost and convenience, safety and security, entertainment and education/information – provision of a learning environment.

To meet the needs of the visitors companies have to continually look at the Products and services provided, support services, Primary spend opportunities and secondary spend opportunities

Technology is becoming an increasingly important aspect to meet the needs of visitors

Booking systems, e.g. internet facilities/mobile applications, reservation systems, ticket collection points.

Visitor management systems, e.g. electronic information boards/signage, controlled gates, managed visitor flows, staff communication – mobile phones/pagers/two-way radio.

Technological features secondary to the attraction, for example: interactive displays/virtual reality tours/ audio tours, guiding and guiding methods – tourist guides (White, Green, Blue Badge), personal interpretation, video screenings, enactment, guidebooks and brochures

free apps for mobile devices

Special effects, animation and simulation, e.g. Jorvik Viking Centre York, Universal Studios Hollywood, Uluru-Kata Tjuta National Park.

Learning Aim C

Reliable market research allows companies to understand visitors and their needs through feedback from appropriate sources,

Planning and marketing is effective planning of the development of the attraction, including appropriate

diversification and marketing strategies

Building brand loyalty is important to maintain profile or raising awareness of the attractions.

• Indicators of success and appeal, to include numbers of visitors, data compiled by visitor associations, increased employment, increased investment/development/ infrastructure, regeneration of areas, improved local services and facilities

• Methods used to present and analyse data in order to measure success and appeal are spreadsheets/graphs/pie charts, surveys, questionnaires, break-even analysis, annual reports.

• importance of measuring and analysing success and appeal of visitor attractions is so company can launch marketing campaigns, regenerate and investment in new products. All this will main the company's image